



Something Special *from* Wisconsin™ at 2012 Restaurant Expo

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MADISON – Something Special *from* Wisconsin™ companies receive very special benefits for their membership with the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP). One of those benefits this year is featured space at the Wisconsin Restaurant Expo March 12-14, 2012 at the Frontier Airlines Center in Milwaukee.

“Last year, DATCP worked with four Something Special *from* Wisconsin™ companies to exhibit at the Wisconsin Restaurant Expo, at which food service buyers were seeking us out to learn more about these local products and how to source them,” said Lois Federman, a DATCP Senior Agriculture Marketing Specialist. “Because of this success, the 2012 Restaurant Expo will feature a Something Special *from* Wisconsin™ Pavilion with 22 exhibits.”

Something Special *from* Wisconsin™ is a trademark logo guaranteeing at least 50% of a product’s ingredients, production or processing activities are from Wisconsin. Over 400 companies are members of Something Special *from* Wisconsin™.

“Participation in the Restaurant Show is a prime example of what Something Special *from* Wisconsin™ can do for you all year long,” added Federman. “Companies receive discounted rates to exhibit this large show, assistance with making connections in the food service network and additional publicity for their company.”

Exhibitors at the show will be offering information and product sampling. The exhibitors in the Something Special *from* Wisconsin™ Pavilion include: Dawn’s Foods, Sassy Cow Creamery, Wisconsin Winery Association, CTL Foods, Lily River Foods, New Glarus Brewing Company, Raw Dog Relish, P. Dickey’s, Patrick Cudahy, RP’s Pasta Company, Clock Shadow Creamery, Renaissance Farm, DATCP, Wisconsin Grape Growers Association, Alsum Sweet Corn, Mt. Sterling Co-op Creamery, Wisconsin Grass-Fed Beef Coop, Mary’s Scone Shop, the DATCP Grass-Dairy Program, River Valley Ranch, Valley Popcorn Company and Wisconsin Innovation Kitchen.

“By becoming a Something Special *from* Wisconsin™ member and taking advantage of opportunities like the Restaurant Expo, companies have an additional marketing tool to help them increase sales and create jobs,” concluded Mike Powers, Administrator of DATCP’s Agricultural Development Division. “Something Special *from* Wisconsin™ can take your value-added products to the next level to meet the growing demand of consumers.”

The Wisconsin Restaurant Show is the Midwest’s strongest food service expo with a large exhibit hall, education seminars, demonstrations, and events. Attendees include buyers for restaurants, schools, hospitals, corporate cafeterias and more. More information about the Wisconsin Restaurant Association is available at www.wirerestaurant.org.

For the first time, DATCP will also participate in education sessions at the 2012 Restaurant Show. Steve Ingham, DATCP’s Food Safety Division Administrator, will answer common questions about food safety measures when buying local products. Federman and Laura Witzling, Coordinator of Dane County’s Institutional Food Market Coalition, will discuss sourcing local foods for large volume buyers.

For more information about the Something Special *from* Wisconsin™ program or to become a member, contact datepssfw@wi.gov. You can also connect with Something Special *from* Wisconsin™ on [Facebook](#) and [Twitter](#).

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